

WHAT IS CLAIMED IS:

1 1. A method delivering content from a plurality of sources to a plurality
2 of end servers through a central manager, the method comprising:
3 receiving the content from the plurality of sources at the central manager;
4 formatting the content to a form usable by the plurality of end servers;
5 creating a transaction generic to the plurality of end servers, the transaction
6 including a reference to a set of instructions for storing the formatted content;
7 sending the transaction to an end server in the plurality of end servers; and
8 calling the reference to execute the set of instructions, the set of instructions
9 storing the formatted content into the memory of the end server.

1 2. The method of claim 1, further comprising sending the stored
2 formatted content to a plurality of clients.

1 3. The method of claim 1, further comprising storing the transaction in a
2 storage device.

1 4. The method of claim 3, wherein the storage device is a cache.

1 5. The method of claim 4, further comprising determining if the
2 transaction is current.

1 6. The method of claim 5, wherein determining if the transaction is
2 current comprises reading a flag indicating the transaction is not current.

1 7. The method of claim 5, further comprising:
2 requesting prior transactions from the storage when the transaction is not
3 current; and
4 receiving the prior transactions from the storage.

1 8. The method of claim 7, further comprising discarding the prior
2 transactions if the prior transactions are not needed.

1 9. The method of claim 8, wherein discarding the prior transactions if the
2 prior transactions are not needed comprises comparing a prior transaction in the set of prior

3 transactions to a last transaction received and discarding the transaction if the prior
4 transaction was already received.

1 10. The method of claim 8, further comprising reading in all the prior
2 transactions into the memory.

1 11. The method of claim 1, wherein the reference is a subject describing
2 the content.

1 12. The method of claim 1, further comprising filtering the content at the
2 central manager.

1 13. The method of claim 1, further comprising filtering the transaction at
2 the end server.

1 14. The method of claim 1, wherein sending the transaction to an end
2 server in the plurality of end servers comprises communicating between a central manager
3 proxy and end server proxy.

1 15. A method delivering content from a plurality of sources to a plurality
2 of end servers through a central server, the method comprising:

3 receiving a first content from a first source;

4 receiving a second content from a second source, wherein the first content and
5 second content are in a different format;

6 formatting the first and second content;

7 creating a first transaction including the first formatted content;

8 creating a second transaction including the second formatted content, wherein
9 the first and second transaction are in the same format;

10 sending the first and second transactions to an end server; and

11 storing the first and second content from the first and second transactions.

1 16. The method of claim 15, further storing the first and second content
2 comprises:

3 executing a first set of instructions associated with the first transaction to store
4 the first content; and

5 executing a second set of instructions associated with the second transaction to
6 store the second content.

1 17. The method of claim 15, further comprising sending the first content to
2 a client.

1 18. The method of claim 17, further comprising sending the second
2 content to the client.

1 19. A system for delivering content from a plurality of sources to a
2 plurality of end servers, the system comprising:

3 a central manager coupled to the plurality of sources and configured to receive
4 content from the plurality of sources; and

5 a software process associated with the central manager, wherein the software
6 process includes instructions to format the content and create a transaction generic to the
7 plurality of end servers, wherein the transaction includes a reference to a set of executable
8 instructions;

9 wherein the plurality of end servers are coupled to the central manager and
10 configured to receive the transaction and use the reference to execute the set of instructions to
11 store the content into a memory device of an end server executing the set of instructions.

1 20. The system of claim 19, further comprising a transaction storage,
2 wherein the storage stores the transaction.

1 21. The system of claim 20, further comprising a storing process designed
2 to store the transaction in a format in the transaction storage.

1 22. The system of claim 21, wherein the format comprises default, db, flat,
2 conversation, file, and sports.

1 23. The system of claim 20, further comprising a catching up process
2 designed to retrieve a set of prior transactions from the transaction storage.

1 24. The system of claim 19, wherein the software process comprises a
2 replication software process designed to forward the transaction to the plurality of end
3 servers.

1 25. The system of claim 19, wherein the reference is a subject that
2 indicates the formatted content.

1 26. The system of claim 19, wherein the transaction comprises the
2 formatted content.

1 27. The system of claim 19, wherein the transaction comprises the set of
2 instructions.

1 28. The system of claim 19, further comprising:
2 a proxy associated with the central manager; and
3 a plurality of proxies associated with the plurality of end servers,
4 wherein the central manager proxy and the plurality of proxies communicate
5 to send the transaction.